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Dahlias

MAD RIVER GARDENS

1940

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To Our Customers and Friends

We are pleased to send you here our new 1940 Dahlia catalog containing, we believe, America's finest new Dahlia, and the pick of the foreign novelty champions, many that were tried in our own gardens last season.

We offer choice stock only in Seeds, Roots, Pot Roots, Plants, Rooted Cuttings, with a view to giving our customers the benefit of the lowest prices consistent with good quality.

Rooted Cuttings, or Cuttings, if you are prepared to handle and grow them, are cuttings taken from roots and rooted in sand, ready to be planted in good soil in pots; these are guaranteed to be healthy and true to name.

It is our policy as far as possible, to grow foreign varieties, a year before we offer them. We now have many very new novelties that come reliably recommended; we will offer a list of a few plants only, to those keen exhibitors who want the very new and something your neighbor probably does not have. If interested ask for this list, ready around April 15, 1940.

With this catalogue we cancel all previous price lists; all quotations from now will be based upon the prices in this catalog.

Pot roots of the very new varieties will be available from October, 1940, at prices quoted here for plants.

Yours very truly,

MAD RIVER GARDENS

P. O. Box 12 Urbana, Ohio

THE GAUMER PUB. CO., URBANA, O.

THUNDERBOLT

Mad River Gardens' Introductions For 1940

THUNDERBOLT (Sarett-Mad River Gardens) Scarlet incurved cactus. Huge, magnificent flowers, having been grown as large as 12x8. Perfect long stems, and a splendid bush, growing five to six feet. The greatest seedling winner of the year, having won four Achievement Medals: Racine, Milwaukee, Chicago, and the Mid-West Show at Cleveland. It has never been beaten on a show table. Color, brilliant, deep scarlet; certainly a vivid color. Some late flowers and flowers that have passed their prime, may show their centers. On the Honor Rolls of J. Louis Roberts in The Flower Grower, George Currie in the A. D. S. Bulletin, and J. W. Johnston in House Beautiful.

A Few Small Roots at $15.00 Plants $7.50 Rooted Cuttings $5.00

HERACLES (Bruidegom-Mad River Gardens) I. D. This Dahlia has a color all its own, vermillion with yellow center. We are pleased to offer this fine new importation with a vigorous growing habit. Large flowers, on perfect stems; a splendid new variety with a Certificate of Merit on Mr. J. W. Johnston's Honor Roll.

Strong Plants $3.50 Rooted Cuttings $2.00

KATHLEEN HALL (Sowton-Mad River Gardens) I. D. This very new sensational Australian Dahlia sent to us for introduction, is the most different Dahlia of the year. It has a startling color; Ridgeway's color chart gives this Dahlia Rhodamine purple edges and flushes, on a picric yellow base, with a buff blend in the under color. Very large flowers with top high centers of mallow pink. Perfect foliage and stems. On Mr. Dudley's Honor Roll, and scheduled for Mr. Johnston's Honor Roll could we have gotten the name in time. We predict this to be as startling as Freda George was when you first saw it.

A Few Strong Plants at $5.00 Net Three Plants $10.00 Net

OAKLAND BEAUTY (Sjoberg-Mad River Gardens) F. D. to I. D. An improved Miss Oakland, of which it is a seedling, with these same excellent stems—larger flowers and with a free flowering habit. Color pure white. On Mr. Johnston's Honor Roll.

Originator's Stock Limited—Strong Plants $5.00

PINK GIANT (Bruidegom-Mad River Gardens) I. D. to S. C. Certainly one of the most beautiful of the new Dahlias. A four Honor Roll Dahlia, and on Mr. Eddy's "must list." Very large flowers of clear, pure pink, with the same color as Julius C. Bunge. Perfect long stems, and a splendid vigorous plant, 4½ to 5 feet. Don't miss this one.

A Few Pot Roots $5.00 Strong Plants $2.50

PINK JOSEPHINE (Cleveland-Mad River Gardens) I. D. Probably the largest flower of the year. Many field grown flowers up to 14 inches. A very strong plant 5 to 6 feet. Runner up for the Achievement Medal at Racine, Wisconsin. Huge mauve pink flowers on very long stems. An early and prolific flowering habit. Some stems a bit soft in very hot weather. On Mr. Robert's Honor Roll. If you want big Dahlias, try this one.

Roots $10.00 Strong Plants $3.50

WHITE GATE (Lamson-Mad River Gardens) S. C. This splendid new pure white semi-cactus will become very popular when better known. Very vigorous plants 4½ feet. Long clean stems, and a prolific flowering habit. Very large flowers with plenty of substance. On Mr. Johnston's Honor Roll. Watch this one for a "Dahlia Futurity Winner." A lovely variety.

Roots $10.00 Strong Plants $3.50

CHURMS RED (Churm) Miniature 3 inch. Formal Decorative. A chance seedling from the Bishop of Llandaff, and the only fully double seedling we have ever seen from this variety. 24-inch plants with very dark near black foliage. A prolific flowering habit. Color brilliant red that attracts attention. Everyone who saw it in our garden, has ordered it.

Strong Plants $1.00 Net

HAPPY (Williams-Mad River Gardens) F. D. Miniature. This beautiful new Miniature with a Certificate of Merit to its credit, is on Mr. Johnston's Honor Roll. Should win a host of friends. Has a prolific flowering habit,—always in flowers. Splendid, just right stems. Color, yellow suffused and heavily tipped orchid pink. A delightful flower.

Roots $2.00 Strong Plants $1.00

MRS. CLARA COWELL (Sjoberg-Mad River Gardens) Miniature-Informal to Formal. Color, rich pansy purple shading to true purple at outer edges; 3 to 3½ inch flowers by 2½ inches deep, on long splendid stems. Plant 5 feet. Surely a lovely Miniature in a much needed color. On Mr. Johnston's Honor Roll.

Originator's Stock—Roots $5.00 Strong Plants $2.00

Very New and Honor Roll Dahlias

AZTEC CHIEF

AZTEC CHIEF (Comstock) F. D. Another formal with tremendous size having been grown to 14½ inches by 9 inches. Color, tomato red or scarlet, suffused peach. A fine plant with the best of long stems. An Honor Roll variety that Mr. Johnston says will have Blue Ribbons this fall. **Strong Plants $3.50 Cuttings $2.50**

AMERICAN VICTORY (American) F. D. This two Achievement Medal winner should do a lot of winning in this class. Color, an even shade of ox blood red that does not fade. Splendid flowers with tremendous depth. Clean medium foilage with good stems. **Strong Plants $3.50 Cuttings $2.50**

COPPER PRINCE (Australia) I. D. Here was one of our favorites last season. Very vigorous, plants five feet tall. Long stems holding the huge flowers perfectly erect. Color, orange red and copper bronze. Pointed petals with very high full centers that we all like so well. A Champion. **Strong Plants $5.00 No Cuttings**

DUKE OF WINDSOR (Australia) I. D. An Honor Roll Dahlia that has had a lot of nice things said about it, both in Australia where it has been a great winner, and America where we had the pleasure to grow it last season. Color, port wine red. Fine plant and stems. **Strong Plants $2.50 No Cuttings**

E. B. HUTCHINGS

E. B. HUTCHINGS (Chappaqua) S. C. Truly a lovely new dahlia, one of the most beautiful in this color class, due to its beautiful artistic form and color, mallow pink. Long narrow petals forming a huge graceful flower on perfect slender stems.
Roots $7.50 Strong Plants $2.50 Cuttings $1.65

EVELYN CHANDLER (Ballay) S. C. Huge flowers for a semi-cactus, with long straight petals, selected by the guest of honor at the San Francisco show to bear her name. Color, bright golden apricot with deeper shadings on the reverse. Long stems, a splendid plant, an Honor Roll variety. **Strong Plants $5.00 No Cuttings**

EVENTIDE (Bissell) I. D. A most unusual new dahlia. Color, rich violet purple, with outer petals streaked lighter purple, giving the effect of lights and shadows, with each petal deeply lacerated, giving a crepe paper appearance. Fine plants, stems the best. A credit to this well known originator.
Strong Plants $3.50 Cuttings $2.50

FLASH

FLASH (Salem) Cactus. Certainly a flashy new dahlia. Color, vivid brilliant red, with each petal tipped white. An Honor Roll and Achievement Medal Dahlia of good size.
Strong Plants $7.50 Cuttings $5.00

FANDANGO (Mack) Collarette. Probably the largest and finest of this type. Color, bright velvety red with tiny gold tips, cream petaloids with a red suffusion. An Honor Roll variety. **Strong Plants $1.50**

FORTUNE (Peony) Miniature, salmon pink (Gold Medal)_____**Strong Plants 1.00**

GLORIA BACHER (Tudor) F. D. An Achievement Medal winner that looks like a winner to us. Color, clear dahlia purple, of very large size on splendid strong stems and a fine plant. Recommended. **Strong Plants $3.50 Cuttings $2.50**

KILGORE'S GOLDEN BEAUTY (Kilgore) F. D. Said to be a true golden sport of the well known Jersey Beauty. No further recommendation is needed.
Strong Plants $1.00 Cuttings 75c

KILGORE'S LUCIFER (Kilgore) S. C. to Cactus. This is a Giant Cactus. Color, Brazil red with capucine-orange reverse which shows as petals curl. 12 inch by 8 inch flowers on cane-like stems. A very vigorous variety of great merit. An Honor Roll variety. **Strong Plants $3.50 Cuttings $2.50**

KING COLE (Ballay) I. D. Huge flowers and a great credit to this well known originator. Color, rich velvety maroon red, probably the largest flower in this color A medal winner and an Honor Roll variety of great merit.
Strong Plants $5.00 No Cuttings

MAESTRO (Ballay) S. C. Huge flowers, but a difficult color to describe. Mr. Ballay says "reddish purple or cerise." Strong plants, cane-like stems holding the large flowers erect. This deep glowing color should make this dahlia very popular.
Strong Plants $5.00 No Cuttings

RED ROBIN (F. D.) Miniature, brilliant scarlet_____**Strong Plants 1.00**

TIP (S. C.) Miniature, brilliant yellow (Extra)_____**Strong Plants .75**

TOOTS (F. D.) Miniature, bright lavender (A Classic)_____**Strong Plants 1.00**

LUCKY DAY

LUCKY DAY (Chappaqua) Cactus. This is a fine new cactus. Color, clear bright yellow on strong slender stems. A great beauty, size 7 inches.
Roots $5.00 Strong Plants $2.00 Cuttings $1.35

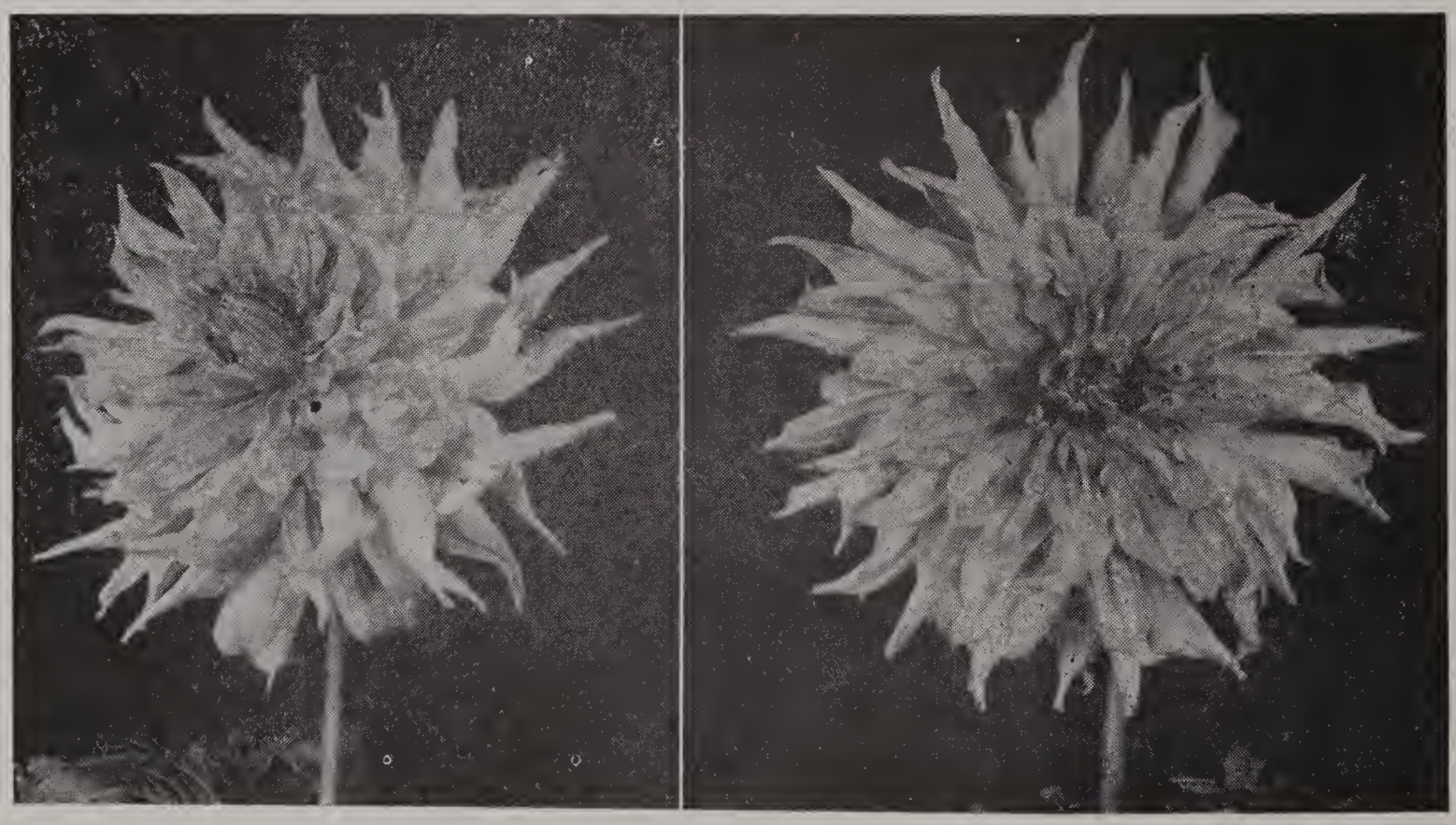
MEGAN CALLAGHAN (Australia) This great new White dahlia comes all the way from formal decorative to semi-cactus. Without doubt one of the greatest white dahlias. Beautiful strong plants and destined to become a great winner. An Honor Roll Dahlia that was our pleasure to grow last season.
Strong Plants $2.50 Cuttngs $1.65 Net

MANHATTAN (Veile) I. D. A large orange-red 12 inches to 13 inches with each petal margined a deeper red with yellow at the base of each petal. A fine stem and a splendid plant. An Achievement Medal winner. A great dahlia.
Strong Plants $7.50 Cuttings $5.00

MOTHERS DAY (Australia) I. D. Another splendid huge white flower on splendid stems. Outstanding at New York. Tremendous flowers.
Strong Plants $2.50 Cuttings $1.65

NANCY ANN MITCHELL (Ruschmohr) Cactus. Certainly a bright spot in any garden. and a beautiful cactus. Color, vivid scarlet. Splendid stems. Very fine.
Strong Plants $3.50 3 Plants for $10.00

NORMA MORTON (Australia) I. D. Truly a find. Splendid large flowers on long clean stems. Color, brilliant russet yellow. A Champion, on Mr. Geo. Currie's "must list" and Mr. J. W. Johnston's Honor Roll. Don't miss this.
Strong Plants $2.50 No Cuttings



MAFFIE

MAFFIE (Exnar-Johnson) S. C. Maffie is just a big flower all over. Big bush, big flowers with an intense red color. An Achievement Medal winner of great merit. Extra.
Strong Plants $5.00 No Cuttings

PROGRESS

PROGRESS (Salem) I. D. Huge flowers of rosy mauve. Another winner from the home of many winners. An Achievement Medal winner at Baltimore. One of the very best by this introducer. A great dahlia. Highly recommended.
Strong Plants $7.50 Cuttings $5.00

PACIFICA (Ballay) S. C. Very large flowers of light saffron yellow, quite distinct from other yellows. Winner as best undisseminated semi-cactus at San Francisco. On Mr. J. W. Johnston's Honor Roll. Very fine. **Strong Plants $5.00 No Cutting**

VICTORY (Asther-Ruschmohr) F. D. A new beauty. Color described as "Golden Pink." Probably the most beautiful formal to date. A fine plant with excellent stems. One of the best of the new dahlias. **Strong Plants $3.50 Cuttings $2.50**

YELLOW GLORY (Frey-Dahliadel) S. C. This new twelve-inch clear lemon yellow semi-cactus comes highly recommended. Beautiful form. Stems, the best. An Honor Roll variety with great merit. Very fine. **Strong Plants $3.50 Cuttings $2.50**

CONVENTION CITY (Lee-Hulin) I. D. Another Honor Roll Dahlia that is quite different. Very large flowers almost as deep as they are wide. Color, a pleasing blend of red shades veined lightly yellow—giving the appearance of hammered copper, splendid plants and stems. **Strong Plants $2.50 Net**

RITA BALLIN (Australia) I. D. A very new Dahlia that has met with great favor—because of its huge size and fine habit. Color clear lemon yellow. Fine strong plants with the best of stems. A huge flower. **Strong Plants $2.00**

WEDDING BELLS (Sparks) Ball. Size 4½ to 6 inches. Pure white with splendid stems—very fine for cut flowers—with an early flowering habit. An Honor Roll variety. **Strong Plants $2.00**

VICTORY

New Miniatures

ABERDEEN (M. C.) Dark raspberry red. Beautiful formation	Strong Plants	$0.50
BABY SNOOKS (M. F. D.) This little beauty on the 1939 Honor Roll is one of the best. Color, clear canary yellow	Strong Plants	.75
CINNAMON GEM (I. D.) Cinnamon Orange	Strong Plants	1.00
LITTLE DARLING (M. S. C.) Color, rose with yellow center. One of the real good ones	Strong Plants	.50
LITTLE DIAMOND (S. C.) Pink and Yellow (Extra)	Strong Plants	.75
LITTLE MISS PRIM Cactus Rose Pink (Very fine)	Strong Plants	1.00
MAUREEN ABBOT (S. C.) Light Apricot	Strong Plants	1.00
MISS VIVIAN (M. F. D.) A beautiful rose pink. Always a winner	Strong Plants	.50
NIDA SENIFF (Holland) S. C. Four-inch flowers of great beauty. One of the loveliest and useful. Color, begonia carmine rose. Yellow center.	Strong Plants	1.00
PETITE PRINCE (France) S. C. Brilliant red with yellow at center. A fine exhibition variety with nice stems	Strong Plants	.50
RITZY (S. C.) A pleasing color, coral overlaying apricot. A medal winner	Strong Plants	.50
SNOWFLAKE (Collarette) This is absolutely the finest white in this class. Oval petals. Long wiry stems.	Strong Plants	.50
SWEET SUE (M. F. D.) Pink with a cream center. Petals quilled. Very new	Strong Plants	1.00
TOWNLEY'S ORANGE (I. D.) Orange Red (Fine)	Strong Plants	1.00
WINIFRED (I. D.) Bright Scarlet (Very Fine)	Strong Plants	1.00

Winning Foreign Novelties

ADOLF MAYER (Topsvoort-Mad River Gardens) S. C. Bush 5 to 6 feet. Some early flowers may come Informal Decorative. Very large flowers for this type, and truly one of the greatest novelties to date; certainly the darkest color, nearly black. Described as rich velvety French purple to garnet, with a black center, and a lively glowing sheen. The nearest to perfect foliage and stems we have; very vigorous. Won a first class certificate, and is included on Honor Roll. Don't miss this. Extra.

Roots $1.00 Strong Plants 60c

AGNES FOSTER (Australia) I. D. Here is a really large flower on strong stems, color clear pink, shaded orchid, with a deeper center. Grand champion at Karoonda Show. A fine strong plant that we liked very much.

Roots $3.00 Strong Plants $1.50

ANDREAS ORANGE (Belgium) Miniature Cactus. This was outstanding in our garden this past season, and the best we have seen of this type. Color brilliant true orange; long slender stems, holding all flowers high above the foliage, with a very prolific flowering habit. Extra.

A few Roots $1.00 Plants 50c

ANDREAS SELECTA (Belgium) S. C. A medium size flower with great beauty, much admired. Color, soft rose. Strong, erect stems. A Certificate of Merit winner.

Strong Plants $1.50 Cuttings $1.00

BEAUTE

BALLEGO'S SURPRISE (Holland) S. C. Certainly this is the finest new white semi cactus in years. Our stock was perfect and much admired. A fine growing plant with perfect, long stems. The very best.

Strong Plants 75c

BEAUTE (Carlee-Mad River Gardens) Cactus. Bush 5 feet. No doubt one of the most beautiful and graceful new cactus Dahlias we have seen. Long, strong stems holding the large cactus flowers in the all desired position. Color rich, crystal yellow; we predict a great future for this new winning novelty. One of the best and very new. Certificate of Merit. Excellent.

Roots $3.00
Plants 1.00
Cuttings .60

CHERRY CHEEKS (England) Cactus. One of the lovely colors, yellow at center suffusing to salmon pink shades, with white at extreme tips.

Strong Plants $1.00
Cuttings .60

CROYDON ACME (Australia) F. D. No doubt the largest formal we have grown. Long strong stems holding all flowers facing. Color described as helio pink. We would say deep lilac. A champion in Australia that we predict will give our formals a real run for the prizes in their class. **Strong Plants $3.00 No Cuttings**

CROYDON BUTTERCUP (Australia) I. D. Another champion. This time a clear clean yellow of huge size 12 inches by 5 inches and perfect stems. Touted all over England. Grand plants and stems. A final winner of Grand Champion.
Strong Plants $3.00 No Cuttings

CROYDON GIANT (Australia) This new one comes highly recommended and as a true Giant. Color, salmon bronze with a golden tip at the end of each petal. Medium tall strong plants with long clean stems. **A few Plants $3.00 No cuttings**

CROYDON VIVID (Australia) I. D. About this one we would say, hot stuff. Fine, large, vigorous plants, with long strong stems, bearing all flowers erect. Color is a different shade of brilliant orange scarlet with a vivid sheen. Another champion. Ask the boys that grew this one last season. **Strong Plants $3.00 No Cuttings**

CROYDON WONDER (Australia) I. D. A rampant growing plant. A champion in Australia. Color, rich, sparkling red. Strong stems.
Strong Plants $1.50 Cuttings $1.00

DARCEY SAINSBURY (New Zealand) I. D. No doubt one of the very best pure whites. Stems and habits the very best. Highly recommended and a great winner.
Strong Plants 60c Cuttings 40c

DOMINANT (Holland) Cactus. Certainly a beautiful and well formed cactus of immense size. Color lilac rose suffusing to purple, changing to sulphur yellow at center. Long strong stems, and an early flowering habit.
Strong Plants $1.00 Cuttings 75c

DON SOWTON (Australia) I. D. A true sport of Mrs. Sowton. Excellent habit of growth with flowers of largest size; a real winner. Color, mauve pink, and very new. We feel most fortunate to be able to offer this splendid very new variety. On Mr. J. W. Johnston's Honor Roll. **Strong Plants $1.50 Cuttings $1.00**

DOREEN NORMAN (Australia) I. D. Large golden bronze flowers on long strong stems.
Pot Roots $5.00 Strong Plants $2.50 Cuttings $1.75

DULCINEA (Holland) Cactus. One of the beauties of this type; long, strong stems holding the bright red cactus flowers in an upright position.
Strong Plants 75c Cuttings 50c

EARL BALDWIN (England) S. C. Very large flowers with a very artistic formation. Color—flame heavily suffused lilac rose with purplish tints.
Strong Plants $2.00 Cuttings $1.50

ENKART'S PRIMA (Enkart Belgium) S. C. Color a beautiful salmon with golden yellow center. The 1937 Champion of Belgium recommended to us last year, and described as one of the best of this type. Very new.
Strong Plants $1.00 Cuttings 60c

FRAU O. BRACHT (Holland) S. C. Always a favorite and a great show winner. Yellow in color and perfect stems. **Strong Plants 60c Cuttings 40c**

FREDA GEORGE (Australia) I. D. Bush 5 feet. We hesitate to say "I told you so", when last season we offered this beautiful novelty as "truly a find". We still think it is one of the finest Dahlias it has been our pleasure to grow. A vigorous and beautiful plant, with long, strong stems, holding the very large flowers at just the proper angle. A new and different color,—rich cream, overlaid helio, deeper at tips. One of the best. On 1937 Honor Roll. **Strong Plants 75c Cuttings 50c**

HAWKESBURY QUEEN (Australia) I. D. to S. C. Very large flowers and a splendid plant. Color, wine red shaded darker. A prize winner that comes highly recommended. **Strong Plants $3.00 Cuttings $2.00**

JULIUS C. BUNGE

JULIUS C. BUNGE (Carlee-Mad River Gardens) Incurved cactus. Bush 4 to 5 feet. For sheer beauty this is outstanding, with an early and free flowering habit; long, graceful clean stems, holding the medium sized flowers in just the right position. A color all its own, intense pure pink with no shadings of lavender. Winner of American Home Achievement Medal; on the 1937 Honor Roll. EXTRA.
Strong Plants $1.00 Cuttings 60c

HAWTHORNE BEAUTY (Australia) S. C. Color, light henna on a gold ground. Splendid plants and stems. A great winner in Australia.
Pot Roots $5.00 Strong Plants $3.00 Cuttings $2.00

KOKI (Yoshida) S. C. Spectacular, oriental red of great size and without faults. A strong contender in any show room. Larger and deeper than Satan and with better habits. EXTRA. **Strong Plants $1.50 Cuttings $1.00**

MADAM ALBERT LEBRUN (France) I. D. This is very new and is expected to be one of the leading introductions for 1940. Brilliant flowers, color warm coppery orange, suffused at the tips of the curled petals with clear purplish pink. A typical French Dahlia of very high merit. Two Certificates of Merit, 1938—Paris
Strong Plants $1.50 Cuttings $1.00

MAD. C. JUSSIANT (Belgium) Cactus. This fine new cactus won the grand prize of Belgium this past season, "The Laureat." It was our pleasure to grow it, and for us it was excellent. Color, pure light clear lilac violet. Vigorous plants; fine stems and foliage. Very fine. **Strong Plants $1.50 No Cuttings**

MRS. B. AMBER (Australia) I. D. This splendid new Australian has made a host of friends. Color, cadmium yellow to raw sienna. Plants loaded with huge flowers from early to late. **Strong Plants $1.00 Cuttings 60c**

MRS. C. J. SOWTON (Sowton) I. D. A real champion. Huge flowers on excellent stems, and a favorite of ours this past season. Color pinkish cinnamon, or dark henna. Medium tall plants and a variety we believe will go far. Extra.
Strong Plants $1.50 Cuttings $1.00

NAGELS GIANT (Belgium) Very large flowers on long strong stems. Color salmon rose with some apricot shadings, deeper at center. We grew this this past season with excellent results. On Mr. J. W. Johnston's Honor Roll.
Strong Plants $1.00 Cuttings 60c

NAGEL'S ORANGE (Belgium) Cactus. Purest orange, splendid plant and habit. A great favorite, a seedling of Miss Belgium, larger, and for us, a better flower.
Strong Plants $1.00 Cuttings 60c

NANCY GENE (Australia) I. D. Truly a find, and a gem. Huge graceful flowers, perfect foilage and stems. Color clear, rich, deep yellow of one tone. A very vigorous variety that will go far. The best yellow we have seen. Extra and very scarce. **Strong Plants $1.50 Cuttings $1.00**

PAM LUDVIKA (Check) I. D. This brilliant new Dahlia is probably one of the last to come out of old Europe before the war and is very scarce. Large flowers of brilliant vermillion red with petals edged and tipped yellow. We feel very fortunate to be able to offer a few plants. **Strong Plants $3.00 No Cuttings**

PRESIDENT EDWARD BENNES (Czechoslovakia) I. D. This splendid very large flower was rated as one of the best four from Europe last season. Color brilliant red, reverse of petals vieux rose. Long strong stems. Extra.
Strong Plants 75c Cuttings 50c

RITA BETTY (Australia) Very large flowers on perfect stems. Color, deep cinnamon or dark henna splendid plants and a great winner.
Strong Plants $1.50 Cuttings $1.00

THE BRIDE (Australia) F. D. to I. D. Color ivory white with deeper center. A beautiful flower. Strong stems, excellent foliage. On Mr. J. W. Johnston's Honor Roll. **Strong Plants $1.50 Cuttings $1.00**

RED LETTER DAY (Carlee-Mad River Gardens) Cactus to S. C. A brilliant color, between crimson and ox blood. Long graceful stems holding all flowers erect. An excellent new variety and we believe the best in this color class. On Mr. J. W. Johnston's Honor Roll. **Strong Plants $1.50 Cuttings $1.00**

YOWU MATSUOKA (Japan) Cactus. This new giant cactus comes to us well recommended and is predicted to win its share of prizes. Color dark carmine, almost maroon. Tall plants, excellent stem and foliage.
Strong Plants $1.50 Cuttings $1.00

DEAN ANDERSON

MAD RIVER CHIEF

Recent Interesting Introductions

APPLE BLOSSOM (B. & B.) I. D. A true apple blossom pink. With a distinct rose bud center, a prolific flowering habit, and a blue ribbon winner at Chicago. Medium size flowers on fine stems. On J. W. Johnston's Honor Roll.
Strong Plants $1.00 Cuttings 60c

BETTY ZANE (Mad River Gardens) I. D. Very large flowers of deep rose pink with a silver sheen, said to be the best all around pink—a good strong grower which everyone likes. We note "Betty" is now winning over Kathleen Norris in the pink class.
Strong Plants 75c Cuttings 50c

BRILLIANT LADY (Salem) I. D. A huge brilliant reddish purple, reflexed silver. Many outer petals curl and twist, showing the silver reverse, adding to its attractiveness. Blue Ribbon Winner. **Strong Plants $1.50 Cutting $1.00**

BURCH FORAKER (Terrace) I. D. Highest scoring Dahlia at Mid-West trail gardens. Beautiful bright scarlet flowers of huge size on long strong stems. A splendid new dahlia.
Strong Plants $1.00 No Cuttings

CARL G. DAHL (Scott) I. D. A graceful giant flower can easily be grown to 12 inches. Color, apricot buff, reverse old rose, with a concentration of old rose at center. A free bloomer with excellent stems.
Strong Plants 75c Cuttings 50c

CHEROKEE BRAVE (Dahliadel) I. D. This recent introduction has made a host of friends. Color, glowing dark carmine on long stiff stems. An exhibition champion.
Strong Plants $1.00 Cuttings 75c

CURLY LOCKS (Caldwell) I. D. One of the smart new Dahlias, very large. Bright gold flowers with shadings of apricot. Long strong stems with flowers facing. Beautiful growing plant. EXTRA. **Strong Plants 75c Cuttings 50c**

DEAN ANDERSON (Mad River Gardens) I. D. A true exhibition type, of a rare new color, radiant henna orange. Extra long, strong stems holding the very large flowers in an ideal position. Bushes about four feet when grown in full sun, or field grown; most luxuriant insect-free foliage. Winner of Meritorious Award as most outstanding Dahlia in Show, and first prize, seedling class Informal Decorative. Truly a "four-star" Dahlia. **Strong Plants $1.00 Cutting 66c**

DIA WONG (Koenig) F. D. Truly the largest yellow formal we have seen; a great addition to this class. Fine long stems and on Mr. Johnston's Honor Roll.
Strong Plants $1.50 Cuttings $1.00

EL RUBIO (Redfern) I. D. We would say, "a sensational new red." Having seen this new variety growing in the originator's garden, we are pleased to recommend it. Very large flowers of rich, velvety garnet red; long strong stems. An excellent plant, with large, thick leathery foliage. Very fine and a great winner.
Strong Plants $3.00 Cuttings $2.00

EMESSEE (Roberts) F. D. With a top score of 87.1 at East Lansing 1937, we expect this fine introduction to meet with great favor. Very large flowers on long clean stems. Color light autumn, same shade as Palo Alto. Achievement Medal winner Chicago. A. D. S. Medal, Wisconsin. **Strong Plants $1.50 Cuttings $1.00**

EMMA WALKER (Mac Dowell) S. C. A very large flower that was good enough to win the American Home Achievement Medal. An early profuse flowering habit, splendid plant and stems. Color yellow shaded old rose with some lavender showing on tips of unopened petals. Very fine. **Strong Plants $1.50 Cuttings $1.00**

EVERYBODY'S FAVORITE (Salem) I. D. Winner Derrill Hart Medal at Detroit; huge flowers, on long strong stems. Color soft frosty pink, as we saw it—not lavender. While a bit difficult to describe, it looked good to us.
Strong Plants $2.25 Cuttings $1.50

FIREBALL (Bissel) F. D. Certainly an outstanding brilliant scarlet. Medium size flower on excellent stem. A fine plant. Recommended.
Strong Plants 75c Cuttings 50c

GERMAINE (Mad River Gardens) I. D. Bush 5 feet. Very large flowers and a decided new color; an art shade of carmine pink throughout, with a gold suffusion. It is a full sister to Dean Anderson, and not much else need be said. Bush growth excellent, with long, strong stems. A Certificate of Merit with the high score of 86. Included on the 1937 Honor Roll. **Strong Plants $1.50 Cuttings $1.00**

GLAMOUR (Salem) I. D. An immense true purple, deeply edged amaranth pink; entirely different from existing varieties. Winner Achievement Medal at Baltimore, and highly recommended to us. **Strong Plants $2.00 Cuttings $1.50**

GRAND MASTER (Caldwell-Mad River Gardens) F. D. Bush 4 to 5 feet. We predict a great future for this huge Dahlia, winning two Achievement Medals. A nice clean, vigorous growing habit, and a different attractive foliage. Color a bright shade of orange bronze, which attracted plenty of attention on 1937 Honor Roll. Extra. **Strong Plants 60c Cuttings 40c**

GREATER GLORY (Salem) Cactus. One of the big ones in this class, with very long, strong stems. A beautiful rose pink flower, of very artistic formation. One of those that can win. **Strong Plants 75c Cuttings 50c**

HILLSIDE SUNSET (Bissell) I. D. Quite one of the best of the new ones. Very large flowers on splendid long stems. Color golden yellow edged and suffused with red in the early part of the season. Winner American Home Achievement Medal and on Mr. Johnston's Honor Roll. **Strong Plants $2.00 Cuttings $1.50**

JEFFERSONIAN (Retzer) I. D. We think this one of the best new Dahlias we tried last season. Huge flowers and a prolific flowering habit. Long, strong stems and a splendid plant. Color rosy pink. A nice shade and one you will like. **Strong Plants $1.50 Cuttings $1.00**

JESSIE E. COWLES—Due to adverse growing season we are obliged to withdraw this fine variety from the market until 1941.

KATIE K (Koenig) I. D. Described as the best pink informal decorative to date. A great winner this past season. With a Certificate of Merit to her credit. Long fine stems and a beautiful plant. Extra. **Strong Plants $1.00 Cuttings 66c**

KENTUCKY SPORTSMAN (White) I. D. Surely one of the most spectacular Dahlias we have seen; a lovely growing plant with perfect long stems, holding the very large flowers in just the right position. A tri color, center lemon yellow, outer sixty per cent of petals a rich golden amber, with an old rose reverse. Every petal evenly and distinctly tipped white. A free and early bloomer, with great substance; this one will be on our "must" list for a long time. EXTRA. Stock limited. **Strong Plants $1.00 Cuttings 60c**

KENTUCKY SUN (White) F. D. Probably the greatest yellow formal decorative to date. Winner of American Home Achievement Medal, Louisville, Ky., and on three Honor Rolls. We predict a great future for this fine, rugged variety, and describe it as a naturally large flower with great substance, of a bright golden yellow. Flowers carried well up out of the foliage, on the best of stems. A clean and vigorous grower. **Strong Plants 75c Cuttings 50c**

KILGORE'S KING (Kilgore) I. D. A certificate of merit dahlia that has made good. Color flesh, yellow at center. Vigorous plants, long strong stems. Very fine. **Strong Plants .75c Cuttings 50c**

LELAND STANFORD (Ballay) I. D. Bloom 12x5. Brilliant cardinal red, the Stanford University color. The originator claims this is the brightest big red so far. It does not fade in the hot sun. It is an early and free bloomer. Good stems. **Strong Plants .75c Cuttings 50c**

LOIS WALCHER (Walcher) I. D. The Achievement Medal winner of last year. A grand bi-color with perfect long stems. The color is very interesting by reason of being so uniform—true pansy purple evenly tipped white. Should be a big winner in this class. **Plants 75c Rooted Cuttings 50c**

JESSIE E. COWLES

LOLETTE (Wolbert-Mad River Gardens) Miniature S. C. to I. D. Bush 3½ feet. Declared by many the best of this type since Baby Royal. A prolific flowering habit, on long clean stems, which every one admired. Flowers 3 to 3½ inches, of pure Tyrian pink, a gorgeous shade. First prize Cincinnati seedling class. Described by "Florist Review" as "an excellent florist flower." On the 1937 Honor Roll.
Strong Plants 50c

LYNN B. DUDLEY (Koenig) I. D. The greatest bi color we have seen or grown. Color bright scarlet tipped white—excellent plant and foliage—stems the best. An Honor Roll variety of great merit. **Strong Plants $1.50 Cuttings $1.00**

MAD RIVER CHIEF (Mad River Gardens) I. D. This great Dahlia has been described by many prominent Dahlia growers as "the finest red they have ever seen." A very large exhibition type; color rich velvety carmine red, with a darker center. Perfect, long stems, some of them 48 inches long, with all flowers facing or on top. When cut, this fine Dahlia actually grows in water, and is one of our longest keepers. The only red we know, that is popular with women and men alike.
Strong Plants 75c Cuttings 50c

MAYOR FRANK OTIS (Johns-Salbach) I. D. Truly one of the big boys, with no trace of coarseness. Long strong stems, holding all flowers erect and with a vigorous habit of growth. Color soft, rich, golden honey yellow with some shadings of copper. Achievement Medal winner. **Strong Plants $2.00 Cuttings $1.50**

MICHIGAN WHITE (Koenig) S. C. Pure white blooms 8x4, medium tall bush, excellent long stems, with a Certificate of Merit and very prolific. Winner American Home Achievement Medal. We believe this is headed for one of our finest cut flowers.
Strong Plants 60c Cuttings 40c

MISS OAKLAND (Oakleigh) F. D. We think this the best pure white formal decorative to date; excellent flowers on long, strong stems. A very easy variety to grow.
Strong Plants 75c Cuttings 50c

MODEL 999 (Koenig) S. C. This is a giant high centered semi-cactus. Color fiery red with gold on reverse of petals, giving the center a golden cast. A stunning flower with long stems and dark green foliage. On Mr. J. W. Johnston's Honor Roll. **Strong Plants $1.50 Cuttings $1.00**

MONARCH OF THE EAST (Almy) I. D. Giant flowers of mustard yellow with an apricot suffusion. A rampant growing habit. An Honor Roll variety with a Certificate of Merit. **Strong Plants 75c Cuttings 50c**

MRS. C. E. WILDON (Dixie) I. D. One of the very best—color, scarlet red with orange buff reverse. Very free flowering habit with excellent stems and foliage. Truly outstanding. **Strong Plants 75c Cuttings 50c**

MURPHY'S MASTERPIECE (Murphy-Success) I. D. A monster bloom of deep dark, rich red shading towards garnet; flowers held on erect stiff stems; very popular on Honor Roll. **Strong Plants $0.75**

MY DELIGHT (Salem) F. D. A new and beautiful color combination. Mallow purple or pinkish mauve lavender with white at the base of each petal. Medium to tall plants with blooms averaging 8 by 4 inches. Award of honor for this valuable color.
Strong Plants $1.50 Cuttings $1.00

PEACE (Caldwell) I. D. Described as "The ace of all whites" and a great show winner. Certainly the largest white we have grown. Beautiful strong plants with long, strong stems holding all flowers erect. Certificate of Merit and Honor Roll Dahlia that is hard to beat on the show bench.
Strong Plants 75c Cuttings 50c

PREMIER'S WINSOME (Premier) I. D. Truly an outstanding new pink of largest size, that is expected to furnish plenty of competition in this class. Stems and foilage are the best. A most interesting new pink. Extra.
Strong Plants $1.50 Cuttings $1.00

RED MENACE (Lodge-Mad River Gardens) I. D. Bush 5 feet. A huge and startling new crimson red that will be a menace to other reds on the show bench, in this class. Brighter in color than Murphy's Masterpiece, and with perfect stems, holding the very large flowers high above the foliage. A strong grower that is sure to please. You won't be without this one very long.
Strong Plants 75c Cuttings 50c

RITA WELLS (Wells-Straight-Ruschmohr) I. D. to S. C. Huge flowers with great depth; size easy 12 to 14 inches. Color soft peach, and light gold on a cream ground, grenadine pink reverse and on outer petals. An Achievement Medal winner with an excellent habit of growth. Watch this one in the largest flower class.
Strong Plants $1.50 Cuttings $1.00

ROSY MORN (Johnson) I. D. Certainly a beautiful flower of largest size. Color, a brilliant shade of rich fuchsia pink, that attracts plenty of attention. Extra.
Strong Plants $1.00 No Cuttings

SAN FRANCISCO (Ballay) I. D. A huge shrimp pink. Certainly a credit to Mr. Ballay. Mr. Johnston says, without forcing, it exceeded 12 by 8 inches thick. An open grower with strong stems. On Mr. J. W. Johnston's Honor Roll.
Strong Plants $1.50 Cuttings $1.00

SHIRLEY TEMPLE (Brown) Cactus. This fine new variety was sent to us as a semi cactus, but in our soil was a huge 12 inch by 6 inch cactus. Long, strong stems, and a grand plant, with all flowers facing. An Achievement Medal Winner. Color, soft, lavender pink. Extra. **Plants 1.00 Cuttings 65c**

SUNRAYS (Wells-Ruschmohr) I. D. Buff with apricot suffusion. Huge flowers on long stiff stems. American Home Achievement Medal and highest score at West Virginia trial garden 87. Very fine. **Strong Plants $1.00 Cuttings 65c**

VIRGINIA RUTE

VIRGINIA RUTE (Chappaqua) I. D. to S. C. Certainly this fine dahlia has everything; huge flowers. Color, rich brilliant velvety maroon; perfect long stems and a splendid plant. A real winner and greatly overlooked last season.
Roots $5.00 Strong Plants $2.00 Cuttings $1.50

VOLCANO (Richardson) Formal to I. D. Always we like to offer large, vigorous varieties such as this fine Dahlia, which made the very high score of 89 at the Trial Grounds, and a runner up for the Achievement Medal. Long, strong stems, holding these very large flowers at an angle of 45 degrees. Color, orange flame red; will not fade or burn. **Plants 75c Cuttings 50c**

YOUR LUCKY STAR (American) Str. C. An Achievement Medal winner. Color, amaranth pink with white center. Huge flowers on fine stems; one of the good ones.
Strong Plants $1.50 Cuttings $1.00

Pom Poms

	Strong Plants No Cuttings
BETTY ANN Pure pink, very fine	$0.50
BETTY MALONE White tipped violet	.50
BURWOOD Golden yellow, tipped red (Extra)	.50
ILA Deep blood red (Extra) The Best Red	.50
LITTLE PRINCE Clear lemon yellow, the best yellow (Honor Roll)	.50
MELROSE BABY Deep cherry red	.50
MRS. V. BRITTIAN Pink (a great winner)	.50
S. S. HAWKE Pale pink suffused carmine	.50

Miniature and Charm Varieties

	Strong Plants No Cuttings
CHARMING Delicate pink	$0.50
CHERUB (F. D.) Ochre yellow. Excellent	.50
E. T. HIPWELL (Australia) I. D. One of the gems of the new miniatures. A splendid plant with long strong stems. The color has it, brilliant vermillion scarlet with yellow tips. Extra.	1.00
HELLY BOUDEWIJN (F. D.) Pure white (Gold Medal, Wisley)	.50
HERLINDE (F. D.) Soft salmon pink. One of the best	.50
LITTLE COLONEL (S. C.) Soft pink with a yellow center	.50
LITTLE MISS MUFFET (I. D.) A glorious pink (Extra)	.50

TOOTS

LOLETTE (I. D.) Pure tyrian pink (a great winner)	.50
PEACEFUL (S. C.) Pink on yellow ground (Extra)	.75
SUNGLEAM (Australia) Miniature S. C. Certainly one of the new beauties. Three inch flowers with blunt pointed petals. Color, hydrangea pink on a yellow ground. a gem. Roots $1.50 Plants	.75
SYLVIA (F. D.) Scarlet red—one tone (Honor Roll) THE BEST	.50
VERITY WADSWORTH (I. D.) Clear brilliant yellow, very extra	.50
WINE DROP (I. D.) Purplish wine	.50

Customer Satisfaction

With the foregoing descriptions we have made every effort to not over-describe our offerings. Our continued success depends upon our Dahlias making good. If your dealings with us are not satisfactory, we want to know it. We solicit constructive criticism.

We invite you to visit us at any season, but especially at blooming time, that you may see a wealth of new things—our own new Dahlias, and the promising new ones of other growers, which have been entrusted to us for introduction.

DAHLIA SEEDS

Having been asked so many times, "Where do you get your seeds?" and "Where can I buy seeds like that?" we offer for sale a few seeds—a limited supply only.

Dahlia Seeds at best, the very best, are always a chance. From twenty-five seeds you might get a real Gold Medal winner, and from a thousand seeds, nothing worth while. The best we can do is to give you the best to be had—there are none better.

We know of no greater sport than to watch these seedlings burst forth for the first time, and to know when we do get a new one that is worth while, there is none other like it.

SELECT DAHLIA SEEDS

(The Kind We Plant)

OUR BEST MIXED, LARGE NEW VARIETIES—

20 Seeds	$ 1.00	Net
50 Seeds	2.50	"
100 Seeds	5.00	"
1000 Seeds	40.00	"

25 Seeds from one parent named	$1.25	Net
25 Seeds from special producing parents	1.50	"
25 Seeds from special parents N. Z.	1.50	"
25 Seeds both parents named—hand pollinated	2.50	"
Best Miniature Seeds, mixed, per 100 Seeds	3.00	"
Baby Royal Seeds (selected) per 100 Seeds	2.00	"
Pom Pom Seeds, per 100 Seeds	2.00	"

After fifteen years experimenting, we believe the above Seeds are the finest to be had. N. Z. are seeds from seedlings, and while they are not good germinators, they have produced some very fine results.

General Information

ORDER EARLY—We urge all customers to place their orders early. Stock of the newer varieties is limited and much disappointment can be avoided. All roots sent out prior to March 15th, are sent at the buyer's risk. Although we take every precaution, roots are not guaranteed against freezing, unless they are shipped by express.

TERMS—A small remittance with order, balance before date of shipment. Retail orders of $2.50 or more, are delivered prepaid. Wholesale orders at purchaser's expense.

NOTICE TO OHIO RETAIL CUSTOMERS ONLY:

In compliance with the Ohio law, all retail purchases are subject to a sales tax, as per the following schedule:—

9c to 40c 1c tax 41c to 70c 2c tax 71c to $1.08 3c tax For each $1.00 3c tax

This tax is for the Customer's account, as we are not permitted to absorb same.

SHIPPING—Orders are shipped as soon after April 1st as convenient, unless otherwise notified. Green plants will be shipped around May 1st to June 15th, as you specify.

GUARANTEE—We guarantee every plant and root sent out by us to be true to name and in a healthy condition when received; after that our responsibility ceases as we have no control over growing conditions. Please notify us at once, if anything is unsatisfactory when received, or if plants or roots do not grow after planted a reasonable length of time. This guarantee does not go beyond replacing the variety.

SUBSTITUTIONS—We make no substitutions without your permission, but suggest you name a second choice.

NAME AND ADDRESS—Be sure to write name and address plainly.

GREEN PLANTS—We recommend the planting of green plants. For exhibition blooms, they are unequaled.

Do not be discouraged if a Dahlia from a different locality does not do well for you the first season. Try it again as many varieties need to be acclimated.

We specialize in gathering together worth-while new Dahlia originations. If you do not see the variety listed that you want, write us; we grow many Dahlias not listed here.

ADDRESS ALL COMMUNICATIONS TO: MAD RIVER GARDENS, P. O. Box No. 12, Urbana, Ohio.

Greenhouse and trial garden: No. 749 Miami Street, Urbana, Ohio.